



**MY5**  
 107 N. Franklin Street - 48607  
 Saginaw, MI 48607  
 (989)755-8191

# CONTRACT

<u>Contract / Revision</u> 591880 /		<u>Alt Order #</u> 07214414
<u>Product</u> DEM GOV ASSOC		
<u>Contract Dates</u> 06/25/14 - 07/15/14		<u>Estimate #</u> 2896
<u>Advertiser</u> Democratic Governor Association		<u>Original Date / Revision</u> 06/19/14 / 06/19/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> ENEM	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> HRP-PHILADEL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 36	<u>Product Code</u> 39
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Great American Media (GMMB)  
 Attention: Laura Bassett  
 3050 K Street N, Suite 100  
 Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
1	ENEM	06/25/14	07/15/14	M-F 5-6pm	530-6p		:30			FNP		NM	8	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		06/25/14	07/01/14	MTWTF--				3	\$65.00					
Week:		07/02/14	07/08/14	MTWTF--				2	\$65.00					
Week:		07/09/14	07/15/14	MTWTF--				3	\$65.00					
2	ENEM	06/25/14	07/15/14	M-F 7pm News	7-730pm		:30			FNP		NM	8	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		06/25/14	07/01/14	MTWTF--				3	\$75.00					
Week:		07/02/14	07/08/14	MTWTF--				2	\$75.00					
Week:		07/09/14	07/15/14	MTWTF--				3	\$75.00					
3	ENEM	06/25/14	07/15/14	M-F 9-10am	9-10a		:30			FNP		NM	6	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		06/25/14	07/01/14	MTWTF--				2	\$60.00					
Week:		07/02/14	07/08/14	MTWTF--				2	\$60.00					
Week:		07/09/14	07/15/14	MTWTF--				2	\$60.00					
4	ENEM	06/27/14	07/11/14	Friday 8-9pm	8p-9p		:30			FNP		NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		06/23/14	06/29/14	----1--				1	\$80.00					
Week:		06/30/14	07/06/14	-----				0	\$0.00					
Week:		07/07/14	07/13/14	----1--				1	\$80.00					
5	ENEM	06/30/14	07/14/14	Monday 8-9pm	8p-9p		:30			FNP		NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		06/30/14	07/06/14	1-----				1	\$80.00					
Week:		07/07/14	07/13/14	1-----				1	\$80.00					
Week:		07/14/14	07/20/14	1-----				1	\$80.00					
6	ENEM	06/25/14	07/09/14	Wednesday 9-10pm	9p-10p		:30			FNP		NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		06/23/14	06/29/14	--1----				1	\$80.00					
Week:		06/30/14	07/06/14	--1----				1	\$80.00					
Week:		07/07/14	07/13/14	--1----				1	\$80.00					
<b>Totals</b>													<b>30</b>	<b>\$2,120.00</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**MY5**  
 107 N. Franklin Street - 48607  
 Saginaw, MI 48607  
 (989)755-8191

<u>Contract / Revision</u>		<u>Alt Order #</u>
591880 /		07214414
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
06/25/14 - 07/15/14	DEM GOV ASSOC	2896
<u>Advertiser</u>		<u>Original Date / Revision</u>
Democratic Governor As		06/19/14 / 06/19/14

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
05/26/14 -06/29/14	7	\$500.00	(\$75.00)	\$425.00
06/30/14 -07/15/14	23	\$1,620.00	(\$243.00)	\$1,377.00
<b>Totals</b>	<b>30</b>	<b>\$2,120.00</b>	<b>(\$318.00)</b>	<b>\$1,802.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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order # 591880

NAB Form PB-18 Issues

### AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
WNEM-TV5 Saginaw, MI	6-20-14

I, Laura Bassett  
do hereby request station time concerning the following issue:

Governor's Race
-----------------

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		AS	Ordered		

This broadcast time will be used by: Democratic Gov. Assoc.

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

Yes

No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Gov. Race 11/4/2014

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Democratic Gov Assoc.

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

See Attached

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished  
by (name and address):

Democratic Gov Assoc.  
1401 K St. NW

50th St 205 Washington DC 20005  
and you are authorized to announce the time as paid for by such person or entity  
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of  
directors below (or attach separately):

See Attached



### AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ordered					

Attach proposed schedule with charges (if available):

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.

# Democratic Governors Association Executive Committee

Gov. Peter Shumlin- Chair

Gov. Maggie Hassan- Vice Chair

Executive Committee:

Gov. Jerry Brown

Gov. Steve Bullock- Major Donor Chair

Gov. Andrew Cuomo

Gov. John Hickenlooper

Gov. Jay Inslee- Finance Chair

Gov. Jack Markell

Gov. Terry McAuliffe

Gov. Martin O'Malley

Gov. Pat Quinn

REP HEADLINE# 7214414  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET

FAX# 610-225-1191  
 HARRIS REPORT FROM REP  
 \*\*\* ENEM-TV \*\*\*

JUN17/14 09.47

ADV # \_\_\_\_\_ ADV. NAME ISS/DEM GOV ASSOCIATION

AGY # \_\_\_\_\_ AGY. NAME GREAT AMERICAN MEDIA

3050 K ST NW,  
 WASHINGTON, DC 20007

ORDER # \_\_\_\_\_ CONTRACT # 7214414

PRDCT DEM GOV ASSOC EST#2896 COMMENTS: (LINE, ORDER,  
 FLIGHT DATES JUN25/14 JUL15/14 WK-3

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDS

REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_

BUYER NAME LAURA BASSETT

SALES PRSN PH- TERESA DIFURIA

09.47

REP: TO GRACIE  
 FROM ALEX  
 NEW ISSUE ORDER - DEMOCRATIC GOVERNORS ASSOCIATION  
 TOTAL \$2,120  
 PLEASE CONFIRM THANKS

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 DEMOCRATIC GOVERNORS ASSOCIATION

AGENCY ADVERTISER CODE = 36  
 AGENCY EST# = 2896  
 AGENCY PRODUCT CODE = 39

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			530P-600P	30		\$65.00	6/25	7/1	3		W-F,M-TU	3
1			530P-600P	30		\$65.00	7/2	7/8	2		W-F,M-TU	2
1			530P-600P	30		\$65.00	7/9	7/15	3		W-F,M-TU	3

PROGRAM : TMZ  
 CON COM1: TMZ

REP HEADLINE# 7214414  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 JUN17/14 09.47  
 \*\*\* ENEM-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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2			700P-730P	30		\$75.00	6/25	7/1	3		W-F,M-TU	3
2			700P-730P	30		\$75.00	7/2	7/8	2		W-F,M-TU	2
2			700P-730P	30		\$75.00	7/9	7/15	3		W-F,M-TU	3

PROGRAM : TV5 NEWS @ 6 (R)  
 CON COM1 : TV5 NEWS @ 6 (R)

3			900A-1000A	30		\$60.00	6/25	7/15	2		W-F,M-TU	6
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PROGRAM : DISH NATION /PATENTITYCOURT  
 CON COM1 : DISH NATION /PATENTITYCOURT

4			800P-900P	30		\$80.00	6/27	6/27	1		FRI	1
4			800P-900P	30		\$80.00	7/11	7/11	1		FRI	1

PROGRAM : MONK  
 CON COM1 : MONK

5			800P-900P	30		\$80.00	6/30	7/14	1		MON	3
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PROGRAM : LAW & ORDER: SVU  
 CON COM1 : LAW & ORDER: SVU

6			900P-1000P	30		\$80.00	6/25	7/9	1		WED	3
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PROGRAM : LAW&ORDER:CI  
 CON COM1 : LAW&ORDER:CI

JUN/14 \$700.00 JUL/14 \$1,420.00  
 CONTRACT TOTAL \$2,120.00  
 TOTAL SPOTS 30

MARKET TOTALS \$212,000

SVC- NSI  
 DEMOS- RA35+\*